REP: TEL# 703-516-9399 FAX# 703-516-9680

REP HEADLINE# 6306066 TRF# 493639
$$$ UNAPPROVED REV #7 $$$

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP SEP25/12 11.46
CHANGES *** WFSB-TV ***

ADV #_____ ADV. NAME POLI/L MCMAHON/R/SEN/CT

REP.#_____ OFF.#_____ SALESMAN #_____

AGY #_____ AGY. NAME MENTZER MEDIA SERVICES, INC.

BUYER NAME ANNE BRAUNSCHEIDEL

600 FAIRMOUNT AVENUE, SUITE 306

SALES PRSN WA- HEATHER UTTLEY (H)

TOWSON, MD 21286

ORDER #_____ CONTRACT # 6306066

CLASS: NATL. LOCAL REGIONAL

PRDCT LINDA MCMAHON 4 SENA EST#1314 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE SEP25/12 11.46

REP: REVISED ORDER
LN 9 REMOVED 1 SPOT, CHANGED DATES
LN 44 ADDED 1 SPOT
ADDED LNS 47 & 48
TTL SAME
PLS CFM
THANKS, MIKE FOR HEATHER

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

IDB#1021 TV INVOICE#9912736

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
			AGENCY ADVERTISER CODE =			AGENCY EST# = 1314						
			AGENCY PRODUCT CODE =									
9		DS	730P-800P	30		$1,200.00	9/25	9/28	3		TU-W,F	3

PROGRAM : ENT TONIGHT
RA35+ : 5.0
CON COM1: ENT TONIGHT

REP HEADLINE# 6306066 TRF# 493639
$$$ UNAPPROVED REV #7 $$$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP25/12 11.46
CHANGES *** WFSB-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
44		S	1000P-1100P	30		$900.00	9/29	9/29	2		SAT	2
	PROGRAM :		48 HOURS									
	CON COM1:		48 HOURS									
47		A	1200N-330P	30		$150.00	9/29	9/29	1		SAT	1
	PROGRAM :		FOOTBALL									
	CON COM1:		FOOTBALL									
48		A	330P-700P	30		$150.00	9/29	9/29	1		SAT	1
	PROGRAM :		FOOTBALL									
	CON COM1:		FOOTBALL									

SEP/12 118950.00 OCT/12 14575.00

CONTRACT TOTAL 133525.00
TOTAL SPOTS 94

MARKET TOTALS $214,777 WFSB 45% WTNH 22% WVIT 15% WTIC 16% WCTX 2% WCCT 0% WHPX 0%
CABL 0%

ACCURATE SHARES

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
493639 /	06306066

Product		
LINDA MCMAHON 4 SENA		
Contract Dates	Estimate #	
09/25/12 - 10/01/12	1314	
Advertiser	Original Date / Revision	
McMahon for Senate	09/25/12 / 09/25/12	

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WFSB	Heather Uttley	HRP-WASHING
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
1021		
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	09/25/12	09/28/12	Eyewitness News	6am - 6:30am		:30			NM	4	$3,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-TWTF--	4	$900.00							
2	WFSB	09/25/12	09/27/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	4	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-T-T---	4	$200.00							
3	WFSB	09/25/12	09/28/12	Eyewitness News	12pm - 12:30PM		:30			NM	4	$2,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-T--F--	4	$600.00							
4	WFSB	09/25/12	09/28/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	4	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-TWTF--	4	$300.00							
5	WFSB	09/25/12	09/28/12	Eyewitness News	5pm - 5:30pm		:30			NM	4	$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-TWTF--	4	$1,500.00							
6	WFSB	09/25/12	09/28/12	Eyewitness News	5:30pm - 6pm		:30			NM	4	$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-TWTF--	4	$1,500.00							
7	WFSB	09/25/12	09/28/12	Eyewitness News	6pm - 6:30pm		:30			NM	4	$8,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-TWTF--	4	$2,100.00							
8	WFSB	09/25/12	09/28/12	Inside Edition	7pm - 7:30pm		:30			NM	4	$4,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-TWTF--	4	$1,200.00							
N 9	WFSB	09/25/12	09/28/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	3	$3,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-TWTF--	4	$1,200.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	4	WFSB	09/24/12-09/30/12	*Entertainment Tonight*	*7:30pm - 8pm*	-TuWThF----	*:30*		*~~$1,200.00~~*	*NM*		
	Credited											
10	WFSB	09/25/12	09/28/12	Eyewitness News	5am - 5:30am		:30			NM	4	$1,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	-TWTF--	4	$450.00							

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
493639 /	06306066

Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	LINDA MCMAHON 4 SE	1314

Advertiser	Original Date / Revision
McMahon for Senate	09/25/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
11	WFSB	09/26/12	09/28/12	Eyewitness News	5:30a - 6am		:30			NM	4	$2,400.00
Week:		09/24/12	09/30/12	--W-F--	4	$600.00						
12	WFSB	09/25/12	09/30/12	Eyewitness News	11PM - 11:35PM		:30			NM	6	$7,200.00
Week:		09/24/12	09/30/12	-TWTFSS	6	$1,200.00						
13	WFSB	09/25/12	09/25/12	NCIS	8pm-9pm		:30			NM	2	$9,000.00
Week:		09/24/12	09/30/12	-2-----	2	$4,500.00						
14	WFSB	09/25/12	09/25/12	NCIS: LA	9pm - 10pm		:30			NM	1	$4,500.00
Week:		09/24/12	09/30/12	-1-----	1	$4,500.00						
15	WFSB	09/27/12	09/27/12	Person of Interst	10pm - 11pm		:30			NM	2	$8,000.00
Week:		09/24/12	09/30/12	---2---	2	$4,000.00						
16	WFSB	09/28/12	09/28/12	CSI: NY	8pm - 9pm		:30			NM	1	$1,600.00
Week:		09/24/12	09/30/12	----1--	1	$1,600.00						
D 17	WFSB	09/28/12	09/28/12	Blue Bloods	9pm - 10pm		:30			NM	0	$0.00
18	WFSB	09/28/12	09/28/12	Blue Bloods	10pm - 11pm		:30			NM	1	$1,800.00
Week:		09/24/12	09/30/12	----1--	1	$1,800.00						
19	WFSB	09/29/12	09/29/12	Eyewitness News Weekend	6am - 7am		:30			NM	2	$700.00
Week:		09/24/12	09/30/12	-----2-	2	$350.00						
20	WFSB	09/29/12	09/29/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	$900.00
Week:		09/24/12	09/30/12	-----2-	2	$450.00						
21	WFSB	09/30/12	09/30/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	$350.00
Week:		09/24/12	09/30/12	------1	1	$350.00						
22	WFSB	09/30/12	09/30/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	3	$1,350.00
Week:		09/24/12	09/30/12	------3	3	$450.00						
23	WFSB	09/30/12	09/30/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	$350.00
Week:		09/24/12	09/30/12	------1	1	$350.00						
24	WFSB	09/30/12	09/30/12	Patriots Football	1:00pm - 7:00pm		:30			NM	2	$13,000.00
Week:		09/24/12	09/30/12	------2	2	$6,500.00						
25	WFSB	09/30/12	09/30/12	60 Minutes	7pm - 8pm		:30			NM	1	$7,200.00
Week:		09/24/12	09/30/12	------1	1	$7,200.00						
26	WFSB	09/30/12	09/30/12	Good Wife	9pm - 10pm		:30			NM	2	$6,400.00
Week:		09/24/12	09/30/12	------2	2	$3,200.00						
27	WFSB	09/30/12	09/30/12	The Mentalist	10pm - 11pm		:30			NM	2	$6,400.00
Week:		09/24/12	09/30/12	------2	2	$3,200.00						

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
493639 /	06306066

Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	LINDA MCMAHON 4 SE	1314

Advertiser	Original Date / Revision
McMahon for Senate	09/25/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
28	WFSB	10/01/12	10/01/12	Eyewitness News	6am - 6:30am		:30			NM	1	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$1,200.00						
29	WFSB	10/01/12	10/01/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	$275.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$275.00						
30	WFSB	10/01/12	10/01/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$750.00						
31	WFSB	10/01/12	10/01/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	$350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$350.00						
32	WFSB	10/01/12	10/01/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$1,800.00						
33	WFSB	10/01/12	10/01/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$1,800.00						
34	WFSB	10/01/12	10/01/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	$2,100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$2,100.00						
35	WFSB	10/01/12	10/01/12	Inside Edition	7pm - 7:30pm		:30			NM	1	$650.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$650.00						
36	WFSB	10/01/12	10/01/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	$650.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$650.00						
37	WFSB	10/01/12	10/01/12	Eyewitness News	5am - 5:30am		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$500.00						
38	WFSB	10/01/12	10/01/12	Eyewitness News	5:30a - 6am		:30			NM	1	$800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$800.00						
39	WFSB	10/01/12	10/01/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	$1,900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$1,900.00						
40	WFSB	10/01/12	10/01/12	Hawaii 5-0	10pm - 11pm		:30			NM	1	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/01/12	10/07/12	1------	1	$1,800.00						
41	WFSB	09/30/12	09/30/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	2	$1,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	------2	2	$800.00						
D 42	WFSB	09/25/12	09/25/12	T 10-11p Prime	10pm - 11pm		:30			NM	0	$0.00
43	WFSB	09/26/12	09/26/12	CSI	10pm - 11pm		:30			NM	1	$3,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	--W----	1	$3,500.00						
N 44	WFSB	09/29/12	09/29/12	48 Hours	10pm - 11pm		:30			NM	2	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-----S-	2	$900.00						

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
493639 /	06306066

Contract Dates	Product	Estimate #
09/25/12 - 10/01/12	LINDA MCMAHON 4 SE	1314

Advertiser	Original Date / Revision
McMahon for Senate	09/25/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
45	WFSB	09/28/12	09/28/12	Blue Bloods	10pm - 11pm		:30			NM	1	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	----F--	1	$1,800.00						
46	WFSB	09/26/12	09/28/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	--W-F--	1	$200.00						
N 47	WFSB	09/29/12	09/29/12	NCAA Football Reg. Season	11:00am - 7:00pm		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-----S-	1	$150.00						
N 48	WFSB	09/29/12	09/29/12	NCAA Football Reg. Season	11:00am - 7:00pm		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	-----S-	1	$150.00						
									Totals		94	$133,525.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	81	$118,950.00	$101,107.50
10/01/12 -10/01/12	13	$14,575.00	$12,388.75
Totals	94	$133,525.00	$113,496.25

Signature: _____ **Date:** _____

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